

**IN THE SPECIFICATION:**

Page 11, lines 8 - 16, please amend as follows:

--Thus, the edge of a placard upon being inserted into a ribbed slot is forced by the non-resilience of the rib tips to take by bending a shallow sinuous curvature around the rib tips, the resilient of the placard permitting it to flex enough to assume that curvature with the application of small force within its own plane. When the placard margin is fully in place within a slot and the insertion force removed, the placard is then held in place its resilience, urging its return to its normal flat state, together with the frictional resistance of the rib tips against the placard side surface.--

<sup>15</sup>  
Page line 14, - page 16, line 6, please amend as follows:

~~SS~~ 9/29/04

--Fig. 6 shows a second embodiment of the present holder incorporating a different type of anchoring means A' which is adapted for use with a fixture which is in the form of a wire rack or includes a hook or peg or post adjacent its front. To accommodate this kind of fixture structure, the anchoring means at the free end of the shank is formed by a pair of downwardly projecting resilient fingers or tongues  $\mp$  G having internal opposed concavities C which are sized to the diameter of a slim cylindrical element (not shown) of the particular fixture and are adapted to yieldingly separate when forced onto the element and then as the element seats in the concavities to spring back to clampingly grip the element. The axial dimension (breadth) of the resilient fingers is made great enough for the fingers to have a firm grasp of the element and support the shank and head (with placard) without pivoting or swinging on the fixture element. The contouring of the resilient fingers (including the concavities) can be designed to permit repeated flexing without cracking or breaking, while still achieving a strong gripping force there between, and preferably includes outwardly flared ends, as at M, to cam the fingers apart as the element is forced there between.